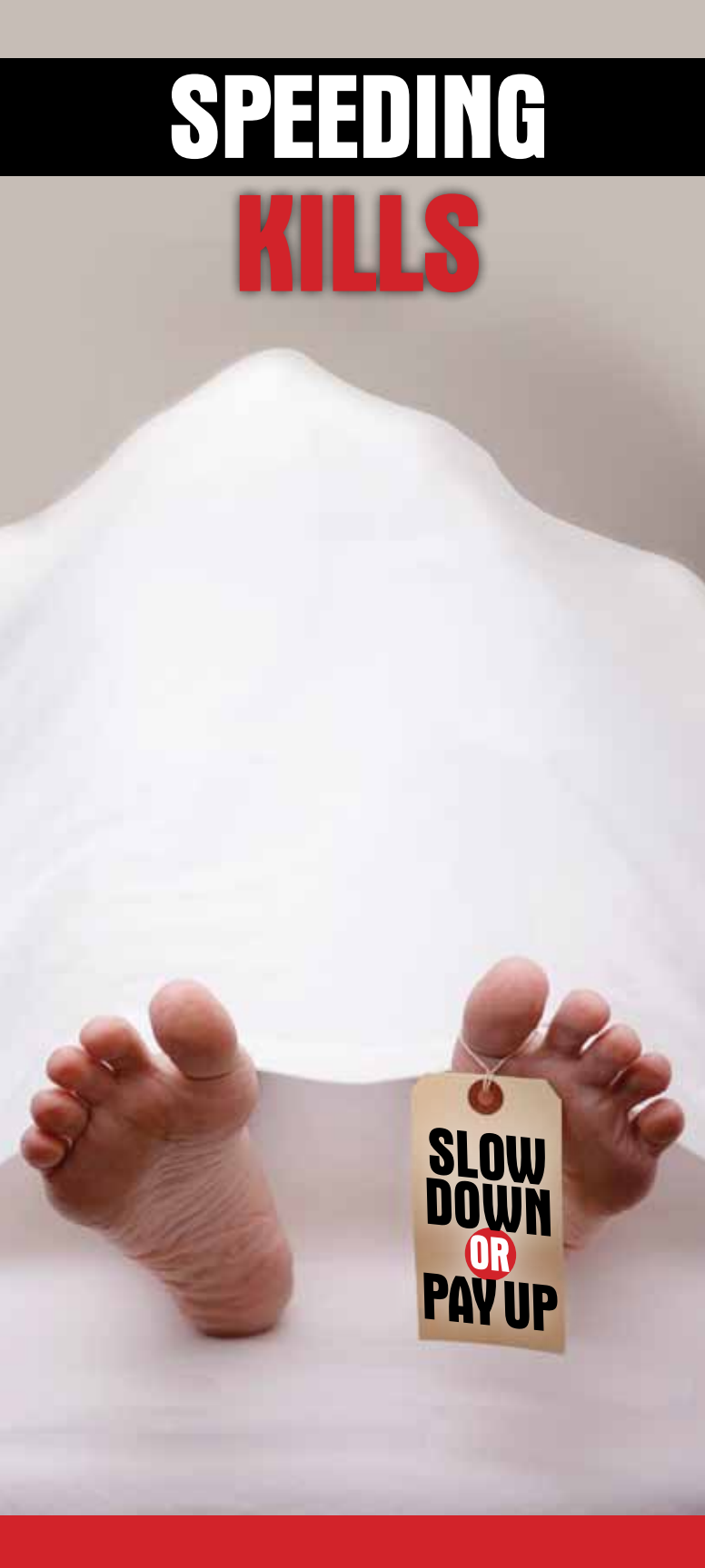
# SPEEDING KILLS



# SPEED AFFECTS

## STOPPING DISTANCE

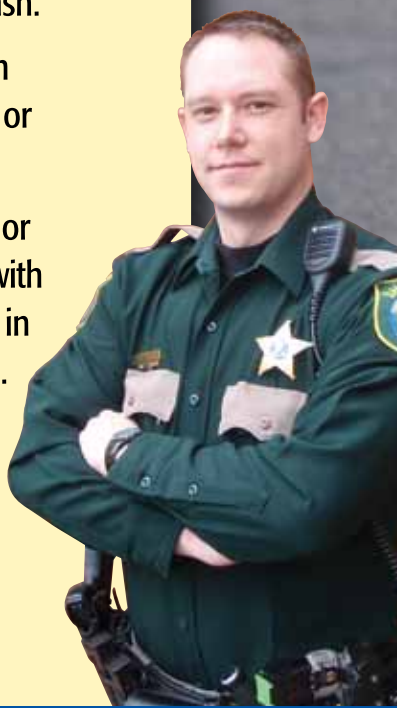
Stopping distance involves the combination of reaction time and braking distance. Average reaction time ranges from 1.5 seconds for alert drivers to 2.5 seconds for surprised drivers. The faster you drive, the less time you have to respond and stop your vehicle to prevent a crash.

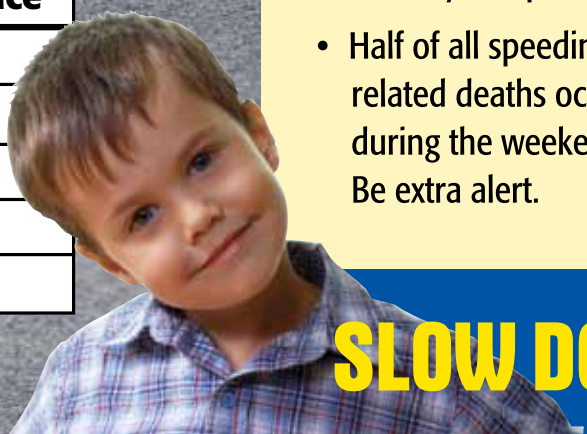
| Speed | Stopping Distance* |
|---|---|
| 30 MPH | 123 feet |
| 35 MPH | 155 feet |
| 40 MPH | 189 feet |
| 60 MPH | 360 feet |
| 70 MPH | 464 feet |

* Includes 1.5 sec reaction time. Source: Lawrence D. Woolf, Ph.D. (2003) Staying Alive: The Physics, Mathematics, and Engineering of Safe Driving.

## Tips for Safe Driving

- Don't tailgate.
- Stay back at least one car length per every 10 MPH.
- Slow down when it's rainy or icy.
- Slow down and have more time to brake or swerve to avoid a crash.
- In heavy traffic, watch out for sudden stops or erratic driving.
- Risk of serious injury or fatal crash **doubles** with each 3 mph increase in speed above 37 mph. Watch your speed!
- Half of all speeding related deaths occur during the weekend. Be extra alert.



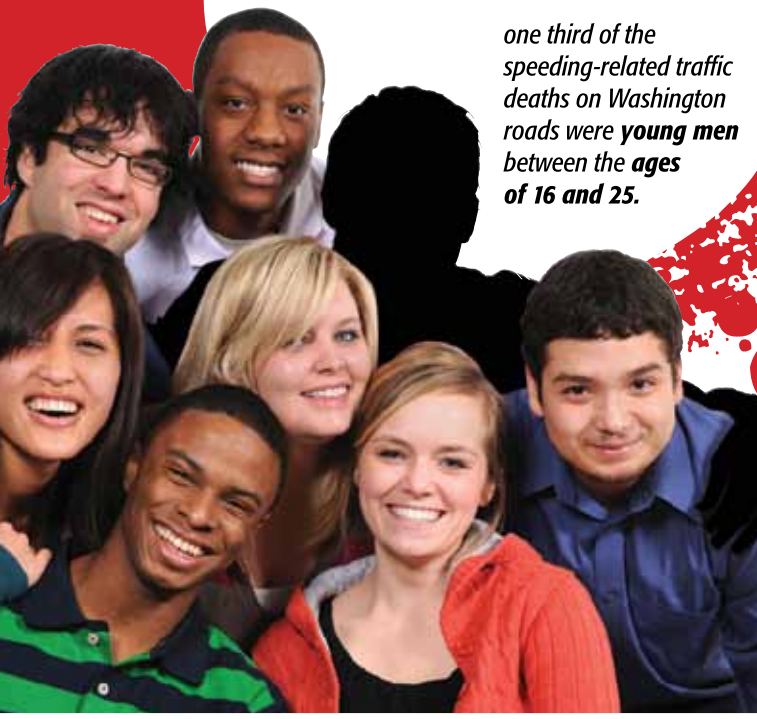


**SLOW DOWN OR PAY UP**

# SPEEDING KILLS
# OUR LOVED ONES

**From 2004 to 2008…**

*one third of the speeding-related traffic deaths on Washington roads were **young men** between the **ages of 16 and 25.***



Approximately 40% of traffic fatalities in Washington State involve speeding. The faster you drive the more likely you are to crash and die. Washington Traffic Safety Commission is conducting **extra patrols** statewide to reduce deaths and serious injuries caused by speeding.

This message brought to you by the Washington Traffic Safety Commission.